

In the claims:

1. (Currently Amended) A method for computerized/automated preparation, production, publishing and management of preparing ~~ad-books~~ "ad-books" and related print or publishing used by or for organizations for charity or fund raising, whereby organizations, members and/or supporters of the organization place or manage "ads" or messages in the organization's publication, such method comprising:

preparing an "ad" or message advertisement at a user terminal connected to a communications network; and

processing the "ad" or message advertisement at a server connected to the communications network for placing the "ad" or message advertisement in an ~~ad-book~~ "ad-book" or related print publication where the "ad-book" or related print publication is a fundraising vehicle and the organizations, members or supporters of the organization solicit for or place the ads or messages to make contributions to the organization.

2. (Currently Amended) The method of claim 1 wherein preparing further comprises selecting choices relating to the ~~advertisement~~ "ad" or message.

3. (Currently Amended) The method of claim 2 wherein choices comprises ~~advertisement message~~, size, placement, color, price, background and layout.

4. (Currently Amended) The method of claim 2 wherein choices comprises indicating whether the ~~advertisement~~ "ad" or message shall be printed in a physical ~~ad-book~~ "ad-book" or related publication or shall be posted on an on-line

"ad-book" posted on an Internet web site as opposed to a physically printed publication or wherein the choice comprises whether the "ad" or message shall be both printed in a physical "ad-book" or related print publication and also posted on-line on an Internet web site.

5. (Currently Amended) The method of claim 1 wherein preparing further comprises selecting an advertisement type or theme to reduce the number of choices that an advertiser must make to produce an ~~advertisement~~ "ad" or message.

6. (Original) The method of claim 1 wherein the communications network comprises a public switch telephone network and packet data network.

7. (Original) The method of claim 1 wherein the user terminal comprises a computer system.

8. (Original) The method of claim 7 wherein the computer system comprises one of a personal computer, a notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

9. (Original) The method of claim 1 wherein the server comprises a web server computer system for accessing the communications network.

10. (Original) The method of claim 9 wherein the web server comprises a firewall for maintaining security.

11. (Currently Amended) The method of claim 10 wherein the firewall limits access to information on the server wherein

information comprises the ~~advertisements~~ "ads" or message and the ad-books.

12. (Currently Amended) The method of claim 1 wherein preparing further comprises using computer software running at the user terminal to create an ~~advertisement~~ "ad" or message.

13. (Original) The method of claim 12 wherein the computer software comprises at least one of Microsoft Office, Corel PageMaker and Adobe PhotoShop.

14. (Currently Amended) The method of claim 1 wherein processing further comprises receiving payment at the server for processing the ~~advertisement~~ "ad" or message for placement in an ad-book.

15. (Currently Amended) The method of claim 1 wherein processing further comprises: receiving the ~~advertisement~~ "ads" or messages at the server from the user terminal; storing the "ads" or messages ~~advertisement~~ at the server; and converting the received ~~advertisement~~ "ads" or message into an ~~advertisement~~ "ad" or message to be placed into an ad-book or related print or publication.

16. (Currently Amended) The method of claim 15 further comprising receiving payment at the server for processing the ~~advertisement~~ "ad" or message for placement in an ad-book or related print or publication.

17. (Currently Amended) The method of claim 15 further comprising classifying the received ~~advertisement~~ "ad" or

message into an ~~ad-book~~ "ad-book" or related print or publication category.

18. (Currently Amended) The method of claim 15 further comprising using techniques, the techniques comprising statistics and demographics, to discern at least one group of related ~~advertisements~~ "ads" or messages.

19. (Currently Amended) The method of claim 15 further comprising using techniques, the techniques comprising statistics and demographics, to discern at least one group of related ~~advertisers~~ organizations, members and/or supporters which place "ads" or messages in "ad-books" or related print or publications.

20. (Original) The method of claim 15 further comprising using techniques, the techniques comprising statistics and demographics, to discern at least one group of related ad-books.

21. (Currently Amended) The method of claim 15 further comprising converting the received ~~advertisement~~ "ad" or message into an HTML advertisement to be shown on at least one user terminal.

22. (Currently Amended) The method of claim 21 wherein the HTML ~~advertisement~~ "ad" or message is a part of an electronic ad-book.

23. (Currently Amended) The method of claim 21 further comprising sending a copy of the HTML ~~advertisement~~ "ad" or

message to an advertiser a member and/or supporter whom initiated the advertisement "ad" or message preparation.

24. (Currently Amended) The method of claim 1 further comprising registering with the server whereby ~~an advertiser~~ a member and/or supporter at the user terminal connects to the server and enters information relating to the ~~advertiser~~ member and/or supporter.

25. (Currently Amended) The method of claim 1 further comprising entering a mode of payment at the user terminal to pay for the advertisement "ad" or message to be placed in the ad-book or related print or publication.

26. (Currently Amended) The method of claim 1 further comprising sending an acknowledgement to an ~~advertiser~~ member and/or supporter who places an "ad" or message in an "ad-book" or related print or publication notifying the ~~advertiser~~ member and/or supporter of the receipt of the advertisement "ad" or message.

27. (Currently Amended) The method of claim 1 further comprising sending an acknowledgement to an ~~advertiser~~ member and/or supporter who places an "ad" or message in an "ad-book" or related print or publication notifying the ~~advertiser~~ member and/or supporter of payment information.

28. (Currently Amended) A method for computerized/automated preparation, production, publishing and management of preparing ad-books "ad-books" and related print or publishing used by or for organizations for for charity or fund raising, whereby organizations, members and/or

supporters of the organization place or manage "ads" or messages in the organization's publication, such the method comprising:

preparing an ~~advertisement~~ "ad" or message by selecting choices relating to the ~~advertisement~~ "ad" or message at a user terminal connected to a communications network;

receiving the prepared ~~advertisement~~ "ad" or message at the server connected to the communications network;

classifying the prepared ~~advertisement~~ "ad" or message into at least one ~~ad-book~~ "ad-book"; and

converting the prepared ~~advertisement~~ "ad" or message into an ~~advertisement~~ "ad" or message to be placed into an ad-book or related print publication where the "ad-book" or related print publication is a fundraising vehicle and the organizations, members or supporters of the organization solicit for or place the ads or messages to make contributions to the organization.

29. (Currently Amended) A system for preparing computerized/automated preparation, production, publishing and management of ~~ad-books~~ "ad-books" and related print or publishing used by or for organizations for charity or fund raising and as a fundraising tool, whereby organizations, members and/or supporters of the organization place or manage "ads" or messages in the organization's publication, such system comprising:

means for preparing an ~~advertisement~~ "ad" or message at a user terminal connected to a communications network; and

means for processing the ~~advertisement~~ "ad" at a server connected to the communications network for placing

the advertisement in ~~ad-book~~ the "ad-book" or related print publication where the "ad-book" or related print publication is primarily a fundraising vehicle and the organizations, members or supporters of the organization solicit for or place the ads or messages to make contributions to the organization.

30. (Currently Amended) The system of claim 29 wherein the means for preparing further comprises means for selecting choices relating to the ~~advertisement~~ "ad" or message.

31. (Currently Amended) The system of claim 30 wherein choices comprises ~~advertisement message~~, size, price, placement, background and layout.

32. (Currently Amended) The system of claim 30 wherein choices comprises indicating whether the ~~advertisement~~ "ad" or message shall be printed in a physical ~~ad-book~~ "ad-book" or related print or publication or shall be posted on an on-line "ad-book" posted on an Internet web site as opposed to physically printed publication or wherein the choice comprises whether the "ad" or message shall be both printed in a physical "ad-book" or related print or publication and also posted on-line on the Internet web site in an on-line "ad-book."

33. (Currently Amended) The system of claim 29 wherein the means for preparing further comprises means for selecting an ~~advertisement~~ "ad" or message type, price or theme to reduce the number of choices that an ~~advertiser~~ a member and/or supporter must ~~make~~ makes to produce an advertisement "ad" or message.

34. (Original) The system of claim 29 wherein the communications network comprises a public switch telephone network and packet data network.

35. (Original) The system of claim 29 wherein the user terminal comprises a computer system.

36. (Original) The system of claim 35 wherein the computer system comprises one of a personal computer, notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

37. (Original) The system of claim 29 wherein the server comprises a web server computer system for accessing the communications network.

38. (Original) The system of claim 37 wherein the web server comprises a firewall for maintaining security.

39. (Currently Amended) The method of claim 38 wherein the firewall limits access to information on the server wherein information comprises the ~~advertisements and the ad-books~~ "ads" or message and "ad-books" or related print or publication.

40. (Currently Amended) The system of claim 29 wherein the means for preparing further comprises means for using computer software to create an ~~advertisement~~ "ad" or message.



41. (Original) The system of claim 40 wherein the computer software comprises at least one of Microsoft Office, Corel PageMaker and Adobe PhotoShop.

42. (Currently Amended) The system of claim 29 wherein the means for processing further comprises receiving payment at the server for processing the ~~advertisement~~ "ad" or message for placement in an ~~ad-book~~ "ad-book" or related print or publication.

43. (Currently Amended) The system of claim 29 further comprising means for converting the ~~advertisement~~ "ad" or message into an HTML ~~advertisement~~ "ad" or message to be shown on at least one user terminal.

44. (Currently Amended) The system of claim 43 wherein the HTML ~~advertisement~~ "ad" or message is a part of an electronic ~~ad-book~~ "ad-book" or related print or publication.

45. (Currently Amended) The system of claim 43 further comprising means for sending a copy of the HTML ~~advertisement~~ "ad" or message to an ~~advertiser~~ a member and/or supporter whom initiated the ~~advertisement~~ "ad" or message solicitation or preparation.

46. (Currently Amended) The system of claim 29 further comprising means for registering with the server whereby an ~~advertiser~~ a member and/or supporter at the user terminal connects to the server and enters information relating to the ~~advertiser~~ member and/or supporter or.

47. (Currently Amended) The system of claim 29 further comprising means for receiving the advertisement "ad" or message from an advertiser a member and/or supporter.

48. (Currently Amended) The system of claim 47 further comprising means for sending an acknowledgement to the advertiser member and/or supporter notifying the advertiser member and/or supporter of the receipt of the advertisement "ad" or message.

49. (Currently Amended) The system of claim 47 further comprising means for sending an acknowledgement to the advertiser member and/or supporter notifying the advertiser member and/or supporter of payment information.

50. (Currently Amended) A system for computerized/automated preparation, production, publishing and management of preparing ad-books "ad-books" and related print or publishing used by or for organizations for charity or fund raising, whereby organizations, members and/or supporters of the organization place or manage "ads" or messages in the organization's publication over the Internet, such the system comprising:

a computer system comprising an interface to a communications network and capability to prepare an advertisement "ad" or message; and

an ad-book server connected to the communications network that receives the prepared advertisement "ad" or message for an "ad-book" or related print or publication where the "ad-book" or related print publication is a fundraising vehicle and the organizations, members or

supporters of the organization solicit for or place the ads or messages to make contributions to the organization.

51. (Currently Amended) The system of claim 50 wherein the computer system further comprises a graphical user interface for selecting choices relating to the ~~advertisement~~ "ad" or message.

52. (Currently Amended) The system of claim 51 wherein choices comprises ~~advertisement message~~, size, placement, color, price, background, and layout.

53. (Currently Amended) The system of claim 50 wherein the ad-book server presents choices relating to an ~~advertisement~~ "ad" or message type or ~~advertisement~~ "ad" or message theme to the computer system.

54. (Original) The system of claim 50 wherein the communications network comprises a public switch telephone network and packet data network.

55. (Original) The system of claim 50 wherein the computer system further comprises one of a personal computer, a notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

56. (Original) The system of claim 50 wherein the ad-book server further comprises a web server computer system capable of interfacing with the Internet.

57. (Original) The system of claim 50 wherein the computer system further comprises at least one of Microsoft Office, Corel PageMaker, and Adobe PhotoShop.

58. (Currently Amended) The system of claim 50 wherein the ad-book server further comprises a database of at least one of ~~advertisements, ad-books, and advertisers~~ "ads" or messages, "ad-books or related print or publications, and organizations, members and/or supporters.